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**Telephone Survey of  
Bay Area Likely November 2012 Voters  
January 30 – February 26, 2012  
n= 3600; MoE =  $\pm$  1.6 % points**

**Conducted for:  
San Francisco Bay Area Metropolitan Transportation Commission**

Hello, my name is \_\_\_\_\_, may I speak with **(NAME ON LIST)**. **(SPEAK TO NAME ON LIST ONLY)**  
Hello, my name is \_\_\_\_\_, and I'm conducting a survey for EMC Research to find out how people in the Bay Area feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

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- |    |  |      |
|----|--|------|
| 1. | <b>SEX (Record from observation)</b>   |      |
|    | Male   | 47%  |
|    | Female   | 53%  |
| 2. | <b>County (Take from Sample)</b><br><b>(400 interviews were conducted in each county, and the overall results were proportionally weighted to the percentages below)</b>   |      |
|    | Alameda  | 19%  |
|    | Contra Costa   | 15%  |
|    | Marin  | 5%   |
|    | Napa   | 2%   |
|    | San Francisco  | 13%  |
|    | San Mateo  | 10%  |
|    | Santa Clara  | 22%  |
|    | Solano   | 6%   |
|    | Sonoma   | 8%   |
| 3. | Are you registered to vote at your current address?  |      |
|    | Yes → CONTINUE   | 100% |
|    | No → <b>TERMINATE</b>  | -    |
| 4. | I know it's a long ways off, but what do you think are the chances that you will vote in the November 2012 statewide general election for president and other candidates and issues — are you almost certain to vote, will you probably vote, are the chances 50/50, or will you likely not vote in that election? |      |
|    | Almost Certain → CONTINUE  | 91%  |
|    | Probably → CONTINUE  | 6%   |
|    | 50/50 Chance → CONTINUE  | 3%   |
|    | Will not vote/(Don't Know) → <b>TERMINATE</b>  | -    |
| 5. | Do you think things in the Bay Area are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?  |      |
|    | Right direction  | 48%  |
|    | Wrong track  | 35%  |
|    | (Don't Know)   | 16%  |

On a scale from 1 to 7 where 1 is not at all concerned and 7 is extremely concerned, how concerned are you about each of the following right now: **(code 1-7 and 8=Don't Know)**

(IF NEEDED) How concerned are you about.... on a scale from 1 to 7 where one is not at all concerned and seven is extremely concerned?

SCALE:	1	2	3	4	5	6	7	8	Mean
	Not at all concerned			Extremely concerned				(DK)	
(RANDOMIZE)									
6.	traffic								
	5%	6%	11%	17%	24%	15%	22%	1%	4.84
7.	the local economy								
	2%	3%	7%	10%	22%	19%	36%	1%	5.51
8.	the reliability of public transit								
	12%	10%	13%	14%	19%	12%	14%	5%	4.17
9.	the condition of streets and roads								
	3%	6%	11%	15%	24%	17%	24%	0%	4.99
10.	air pollution								
	6%	7%	11%	15%	22%	14%	23%	0%	4.77
11.	greenhouse gas emissions and climate change								
	10%	6%	8%	12%	19%	15%	28%	1%	4.85
12.	the cost of gasoline								
	5%	4%	8%	11%	17%	14%	41%	0%	5.38

13. I'd like to read you a measure that may be on your ballot next year. The measure reads:

To improve the efficiency and reliability of Bay Area public transit, make repairs and safety improvements to local streets and roads, and provide other regional transportation improvements, shall the San Francisco Bay Area Metropolitan Transportation Commission implement a 10-cent per gallon gasoline tax for no longer than 20 years with expenditures subject to strict citizen oversight and requiring that at least 95 percent of revenue generated by each county be spent on benefits for that county?

If this measure were on the ballot today, would you vote “Yes” to approve this measure, or “No” to reject it? (IF YES/NO: Would you definitely vote “Yes”/”No,” or would you probably vote “Yes”/”No”?) (IF UNDECIDED/DON’T KNOW: Toward which way do you lean — toward voting “Yes” to approve, or toward voting “No” to reject?)

Definitely yes	19%	
Probably yes	22%	
(Lean yes)	2%→	43%
Definitely no	32%	
Probably no	18%	
(Lean no)	1%→	52%
(Undecided/Don't know)	5%	

For each of the following statements please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement.

**(REPEAT IF NECESSARY: Would you say you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with that statement?)**

SCALE:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	(No Opinion/ Don't Know)
<b>(RANDOMIZE)</b>					
14. I would support a gas tax only for road improvements.	16%	28%	24%	31%	2%
15. I would support a gas tax only for public transit improvements.	14%	27%	23%	34%	2%
<b>(RANDOMIZE)</b>					
16. Taxes in this area are already high enough; I'll vote against any tax increase.	30%	14%	24%	30%	2%
17. A gas tax is a fair and reasonable way to raise money for transportation improvements.	27%	29%	15%	27%	2%
18. I would support a gas tax of ten cents per gallon for transportation improvements.	15%	21%	17%	44%	2%
19. I would support a gas tax of five cents per gallon for transportation improvements.	23%	28%	15%	32%	2%
20. I would support a gas tax of two cents per gallon for transportation improvements.	38%	28%	9%	23%	2%
21. Improving our transportation system in the Bay Area should be a top priority, even if it means raising taxes.	24%	29%	19%	26%	3%
<b>(END RANDOMIZE)</b>					

22. Which of the following is closer to your opinion: **(READ AND RANDOMIZE 1 & 2)**

1. We should invest in our current transportation system and make sure it functions efficiently. 53%
2. We should invest in new transportation improvements so we can have additional travel options and move around the Bay Area faster. 34%
- (Both) 5%
- (Neither) 4%
- (Don't Know) 4%

I'd like to read you some of the components that may be included in this measure. For each one, please tell me how high a priority it is for you. Please use a new scale from 1 to 5, where 1 means it is not a priority at all and 5 means it is a very high priority. **(IF NEEDED):** On a scale from 1 to 5, where 1 means it is not a priority at all and 5 means it is a very high priority, how high a priority is this to you?

**(RANDOMIZE)**

SCALE:	1	2	3	4	5	6	Mean
	Not a priority at all		Very high priority			(DK)	
23.	Requiring that any new road improvements also include bicycle lanes, sidewalks and other bicycle and pedestrian safety features.						
	13%	11%	19%	22%	33%	1%	3.52
24.	Making fares for public transit more affordable.						
	9%	10%	23%	21%	36%	2%	3.67
25.	Consolidating some of the 28 public transit agencies that currently exist in the Bay Area.						
	8%	8%	21%	22%	35%	5%	3.73
26.	Requiring coordination among local transit agencies to improve service and save money.						
	4%	5%	14%	27%	50%	1%	4.17
27.	Making it easier for people to get around without their cars, with faster and more-reliable public transit that connects people to the places they want to go.						
	7%	5%	15%	22%	51%	1%	4.06
28.	Improving transportation services for seniors and the disabled.						
	5%	7%	20%	25%	43%	1%	3.96
29.	Filling potholes and making other repairs to local roads.						
	3%	4%	17%	24%	52%	0%	4.18
30.	Reducing traffic congestion on Bay Area freeways.						
	5%	7%	20%	26%	41%	1%	3.93
31.	Requiring that transit systems improve efficiencies and on-time performance before receiving any revenue from this measure.						
	9%	12%	25%	22%	32%	2%	3.57
32.	Requiring that the money raised by this measure in each county will be spent in that county.						
	7%	7%	14%	19%	52%	1%	4.04
33.	Increasing metering on highway on-ramps to improve traffic flow.						
	17%	17%	31%	18%	15%	3%	2.98
34.	Connecting gaps in carpool lanes on Bay Area freeways.						
	12%	14%	26%	21%	21%	6%	3.28
35.	Improving safety and security on public transit.						
	6%	8%	21%	24%	40%	1%	3.86
36.	Improving traffic flow on freeways through operational strategies without adding more lanes.						
	7%	8%	25%	28%	28%	4%	3.64
37.	Providing infrastructure for electric vehicles.						
	15%	14%	22%	21%	25%	2%	3.28
38.	Requiring that at least 95 percent of revenue generated by each county is invested in benefits for that county.						
	5%	6%	17%	22%	47%	2%	4.02
39.	Maintaining regional bike and pedestrian facilities.						
	9%	11%	22%	25%	33%	1%	3.61

**(END RANDOMIZE)**

Now, I'm going to read you some things people have said in support of this measure. For each statement please tell me how compelling this is as a reason to support the measure. Please use a new scale from 1 to 7, where one is not at all compelling and seven is a very compelling reason to support the measure.

**(IF NEEDED) ...How compelling is that as a reason to support the proposed gas tax measure? One is not at all compelling and seven is very compelling.**

**SCALE:**     1     2     3                     4                     5     6     7 |                     8     **Mean**  
                  **Not at all compelling**     **Very Compelling** |     **(DK)**

**(RANDOMIZE)**

- |     |   |     |    |     |     |     |     |     |    |      |
|-----|---|-----|----|-----|-----|-----|-----|-----|----|------|
| 40. | This measure will allow us to invest in the first-class regional transportation that the Bay Area needs to compete with other regions in the 21st century. It will allow us to move around the area faster and more reliably using roads, bikeways and transit, and will help make sure that the system stays safe and well-maintained. | 10% | 6% | 11% | 13% | 22% | 15% | 22% | 1% | 4.65 |
| 41. | This measure includes significant, mandatory reforms to improve the efficiency and coordination of the multiple transit agencies throughout the Bay Area, making it easier for us to move around between cities and realize significant cost savings as a region.   | 8%  | 6% | 11% | 15% | 23% | 16% | 20% | 2% | 4.68 |
| 42. | This measure will help improve air quality and reduce emissions of greenhouse gases by getting more people out of their cars with improved transit, bike and pedestrian routes; and will help improve gas mileage with road improvements.   | 11% | 7% | 10% | 12% | 18% | 15% | 26% | 1% | 4.68 |
| 43. | This measure could generate hundreds of millions of dollars to help our region's aging transportation system. Politicians in Sacramento and Washington, DC have been unable to raise the gas tax for decades due to political fighting. By supporting this, the Bay Area can help the regional economy and invest in our future.        | 15% | 6% | 11% | 13% | 19% | 15% | 19% | 2% | 4.37 |
| 44. | This is a regional measure, but the money will be spent where it was raised, so that each city and county will get the transit and road improvements that are priorities for their own area.  | 8%  | 6% | 10% | 13% | 20% | 15% | 26% | 1% | 4.84 |
| 45. | The oil companies and gasoline distributors are the ones who really pay this tax. They can easily afford this and should be paying more taxes anyway.   | 19% | 7% | 7%  | 8%  | 11% | 9%  | 36% | 2% | 4.62 |

**(END RANDOMIZE)**

46. Sometimes people change their minds in a survey like this. Given what you've heard, would you now vote yes to approve or no to reject a measure that reads:

To improve the efficiency and reliability of Bay Area public transit, make repairs and safety improvements to local streets and roads, and provide other regional transportation improvements, shall the San Francisco Bay Area Metropolitan Transportation Commission implement a 10-cent per gallon gasoline tax for no longer than 20 years with expenditures subject to strict citizen oversight and requiring that at least 95 percent of revenue generated by each county be spent on benefits for that county?

**(IF YES/NO: Would you definitely vote "Yes"/"No," or would you probably vote "Yes"/"No"?)**  
**(IF UNDECIDED/DON'T KNOW: Toward which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)**

Definitely yes	21%
Probably yes	23%
(Lean yes)	2%→ 47%
Definitely no	30%
Probably no	19%
(Lean no)	1%→ 50%
(Undecided/Don't know)	3%

47. Some people say that a gas tax is an unfair and unreasonable way to pay for road and transit improvements since it hurts the poor the most. Also, with the down economy, high gas prices and all of the other important needs in our community, this just isn't the time for raising taxes. We are already paying local taxes for improvements to roads and transit in our own communities, we don't need this regional and unfair gas tax.

Given what you've heard, would you now vote yes to approve or no to reject a 10-cent per gallon gasoline tax for the Bay Area? **(IF YES/NO: Would you definitely vote "Yes"/"No," or would you probably vote "Yes"/"No"?)** **(IF UNDECIDED/DON'T KNOW: Toward which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)**

Definitely yes	18%
Probably yes	19%
(Lean yes)	2%→ 39%
Definitely no	38%
Probably no	19%
(Lean no)	1%→ 58%
(Undecided/Don't know)	3%

48. Regardless of your opinion on this measure, do you think gas prices are likely to increase, decrease or stay about the same over the next two years?

Increase	78%
Decrease	3%
Stay about the same	14%
(Don't know)	5%

Now I'd like to ask you a few questions for statistical purposes only.

49. In terms of your job status, are you employed, unemployed but looking for work, retired, a student, or a homemaker?

Employed	59%
Unemployed	7%
Retired	23%
Student	4%
Homemaker	5%
(Other)	1%
(Don't know)	1%

For each of the following, please answer Yes or No.

Do you or does any adult member of your household...

50. Ride a bicycle at least once a week?

Yes	29%
No	71%
(Don't Know/Refused)	0%

51. Ride a bus or light rail at least once a week?

Yes	26%
No	74%
(Don't Know/Refused)	0%

52. Ride BART, Caltrain or Amtrak at least once a week?

Yes	21%
No	79%
(Don't Know/Refused)	0%

53. Do you identify yourself as African-American, white, Hispanic, Asian, bi-racial, multi-racial or something else:

African-American/Black	4%
White	62%
Hispanic/Latino-American	9%
Asian	12%
Bi-racial/multi-racial	5%
Something else/Other	5%
(Refused)	3%

## 54. What is your age? (Read categories if necessary)

18-24	5%
25-29	7%
30-34	7%
35-39	8%
40-44	9%
45-49	10%
50-54	11%
55-59	9%
60-64	11%
65-69	7%
70-74	6%
75+	8%
(Refused)	3%

THANK YOU!

**PARTY FROM SAMPLE**

Democrat	53%
Republican	21%
DTS/Other	26%

**PERMANENT ABSENTEE FROM SAMPLE**

Yes	57%
No	43%